

**Philadelphia and ISI Are Still
Celebrating the US Bicentennial**

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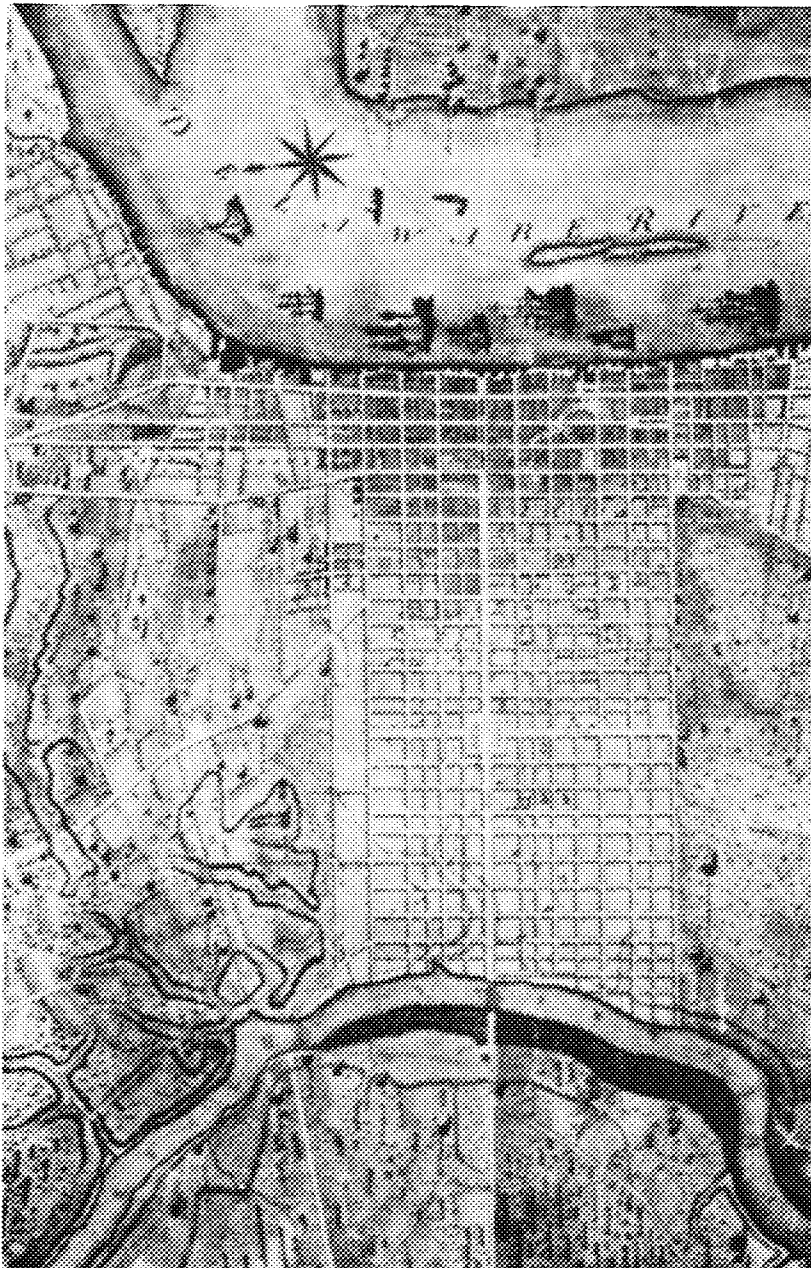
Some of you may have wondered how an organization like ISI[®], located in America's birthplace, could let a national holiday such as the Fourth of July 1976 pass without comment. Of course, for the past several months we have been calling attention to the Bicentennial celebration in Philadelphia through our advertisements. Let me now cordially invite you to visit Philadelphia and ISI. If you do come, here is what you can expect.

Since ISI is located right in the heart of the so-called "historical" section of Philadelphia, a tour of colonial landmarks can easily be combined with a guided tour of ISI's facilities. ISI's guided tours, which include an orientation film, will give you the opportunity to discuss our operations and services with ISI personnel. They start at 2 p.m. every Tuesday and Thursday, except holidays. Please remember that reservations are needed (see the ad in this issue for details).

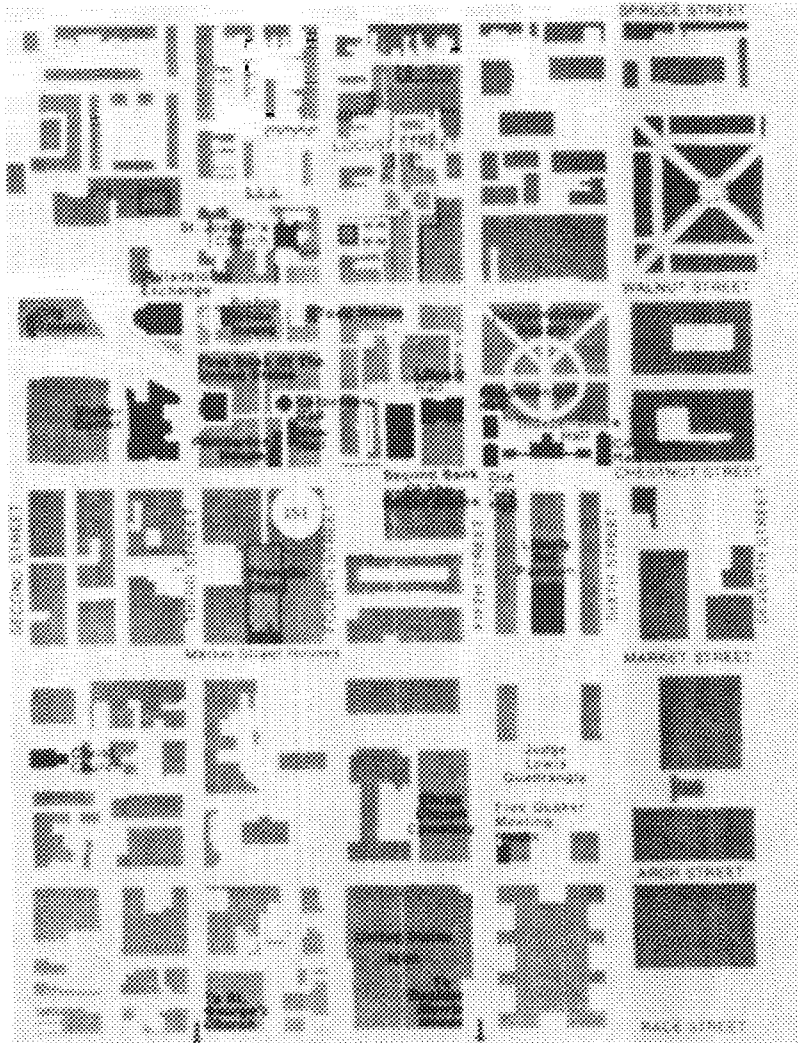
As I write this essay I can see, through my office window, the clock in Independence Hall, the American Philosophical Society, Carpenter's Hall, and a large part of the Independence National Historical Park area, including many historical buildings and beautiful

gardens. Different vantage points at ISI command views of Penn's Landing, Franklin Court, Library Hall, the Philadelphia Bourse Building, the Free Quaker Meeting House, the Philadelphia Maritime Museum, Christ Church, and the US Mint.

In former years, I used to make it a point to take all of our foreign visitors over to see the Liberty Bell, when it was housed in Independence Hall. But now a completely new pavilion has been built to house the bell separately, and I must say that this is one instance where the government used discretion in one of its activities. During the time this building was under construction, I was frustrated by the fact that it was no longer possible to simply walk into Independence Hall and take a quick look at the Liberty Bell without having to wait for a guided tour. One of the features of the new Liberty Bell demonstration is the provision of recorded historical descriptions in over 15 different languages. Nevertheless, I was very disappointed when I recently took some Brazilian visitors over there only to learn that Portuguese was not included, not to mention some other languages. I think that the linguists in the Na-

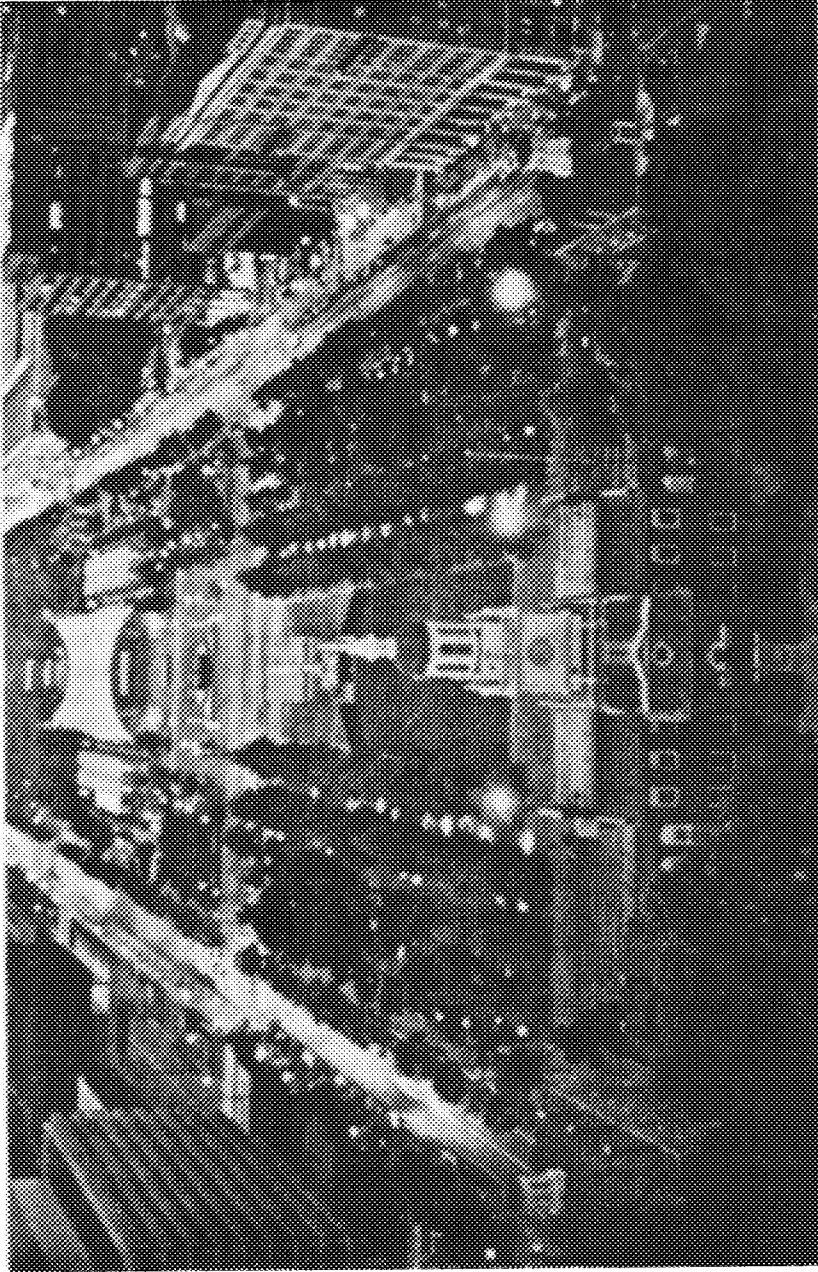


Map of the City of Philadelphia by Peter C. Varle, c. 1796
(Historical Society of Pennsylvania)
(c) 1976, Philadelphia '76, Inc.



Historic Philadelphia

Reproduced from a map of Independence National Historical Park
(National Park Service of the U.S. Department of the Interior)



Independence Hall and the new Liberty Bell Pavilion

The view is north between Fifth and Sixth Streets. On the left is the new Rohm and Haas Building; on the right is the old Philadelphia Bourse. (c) 1976, Philadelphia '76, Inc.

tional Park Department have little knowledge of the frequency of occurrence of certain language groups in the world.

Some readers of *Current Contents*® may have thought that their visit to Philadelphia during the Bicentennial year would prove to be difficult simply because there were so many visitors expected. This is one of those strange situations where too much publicity has, in fact, worked to the detriment of the organizers of the Bicentennial celebration. The fact is that on July 4th, over one-third of the hotel rooms in Philadelphia were vacant. There were plenty of people in the city, but by no means was it too crowded for comfort. Now that the July 4th celebrations have passed, there continues to be a large number of interesting events scheduled, and I urge those of you who have thought about visiting Philadelphia this year to do it.

Several new permanent structures have been erected which should make your visit most interesting. Among these is a new Franklin Court which houses a museum in honor of Benjamin Franklin, located just to the north of ISI's building. A picture of the outside of Franklin Court is featured in the advertisement I mentioned above and which appears in this issue. One block away, an unusual Visitors Center has been opened which is not only architecturally interesting, but also presents a free film directed by John Huston on the events surrounding the American Revolution. Also, in what I consider to be a precedent-shattering display of

generosity, each visitor to the new Center is given a folder of color post cards, two of which are reproduced here.

Within a few blocks of ISI the new attractions include the Living History Center, the Afro-American Historical and Cultural Museum, the American Museum of Jewish History, the Balch Institute (exhibits on immigrant history), and the New Market at Head House Square. Newly renovated historical sites include the First and Second Banks of the United States, and Old City Hall. There are also many commercial exhibits in ISI's vicinity: the American Museum of Wax Figures and Graphics, the Norman Rockwell Museum, American Jubilee, Penn Mutual's Philadelphia, the International Coin Museum, and the Hall of the States. Outside the center city area, the attractions include the Bicentennial Women's Center, the New Year Shooters and Mummers Museum, the Old Swede's Church, St. Mary's Church, and the renovated Pennsylvania Academy of Fine Arts.

Among the more traditional Philadelphia attractions are the Franklin Institute Science Museum and Fels Planetarium, the Academy of Natural Sciences, and the Philadelphia Museum of Art--all on the Benjamin Franklin Parkway.

You may have missed the Fourth of July fireworks, but it is not too late to visit the many attractions of historic Philadelphia. ISI welcomes you. If you can't make it this year then plan for 1977 now. As they say in Plains, Georgia, "Y' all come, y' heah!"